

## Visioning Exercise: State of Missouri

### 1. Key Learnings

- Each industry has dynamic LMI data needs. The LMI web site in MO needs an overhaul and more features. We must educate the workforce about future job openings as well as current job openings. The ability to speak, read and write multiple languages is becoming increasingly important for future employment. The bottom line for business and government is to lower costs and increase productivity. Entrepreneurship initiatives and information will need to be based on generational dynamics (baby boomers near retirement). Does real time data exist? Is fast but incorrect data better than right? Open to new sources but competitive advantage may be found in a critical review of the quality of the LMI data. Concern about the quality of data that is generated. Is data that is quickly generated good quality data?

### 2. New Enhancements for Missouri

- Missouri has started a blog but it requires intensive staff support. The program and data system (Great Hires) needs to be restructured to be more employer friendly. Missouri is competing with Monster.com and other services-so Missouri needs to market like these companies; market to younger users. Colleges do not use State of Missouri LMI website. Need to market website to colleges and appeal to younger users in colleges. Still have larger user base of non-tech people – need to provide some basic computer skills training to make Missouri LMI information available to this audience. Should not discount people who don't have computer skills. A better approach is to bring up the computer skills through incumbent worker training. Business has no incentive to pay high wages just trying to buy productivity. Critical activity is to improve conversations with businesses and use the Business Rep. system to better communicate back to research staff to develop new information products. Agree that developing and using podcasts would be a good enhancement. Barriers to these enhancements are ITSD (institutional/technological) policy obstacles. Start within office with better knowledge/skill training (In house staff training) - e.g., Staff computer User Group for MS Access. Staff can share knowledge among themselves. Not necessary to always depend on formal training.

### 3. Key Groups Better Working Together

- Why not virtual meetings instead of travel to central office? Need to create on-line tutorials for most important/most used information and services. Need to develop streaming videos. Question Missouri needs to consider- Are you a big retail shop for information or a differentiated customized information provider? Need better meetings structure; timelines and notes; provide consideration for staff that provide better customer service. Develop some prompts and suggestions

for Missouri's LMI web site – similar to what is provided at Amazon.com web site. Need to provide staff with feedback from users of Missouri website. Should use focus groups to improve Missouri LMI web site. Should solicit input from users. Should have tool on web site to collect users' comments and suggestions.

#### **4. Steps to Advance Recommendations**

- Share the information from this meeting with coworkers in our office. State Education officials should be involved in all of our activities. LMI groups should innovate and show the possibilities to help move leadership behind efforts to make better use of LMI. Should develop informal networks among staff to identify needs. This can create energy and bypass cumbersome formal networks.

#### **5. Ways to Enhance Cross-State Collaboration**

- Need more data sharing and leveraging of research initiatives amongst LMI groups. A barrier may be the mentality of who is the enemy/competitor in this– is the competitor Kansas or is the real competitor China and other global entities? We must take the initiative to offer data sharing arrangements between states. We must disarm and eliminate the incentive wars between adjoining states. Should offer in-state tuition through a regional approach (across state boundaries). Should share models and best practices. Should continue working on joint state meetings and plans (e.g., Kansas & Missouri).